PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017

MAX L. BERKOWITZ
VICE PRESIDENT - SALES
TOBACCO & ALLIED PRODUCTS

May 5, 1969

Dear Customer:

Virginia Slims, in just six months, has become a remarkable success and is now the regular brand for more than three percent of all women smokers. The growth potential for Virginia Slims is so evident that I thought it appropriate to advise you of our future promotion plans.

Philip Morris' support of Virginia Slims will be as agressive in the months ahead as it was during the launching and introductory period. Five new commercials - first seen on the national telecast of the Tony Awards to honor the Broadway Stage - are now running on Philip Morris' nighttime shows. Added to that strength are Spot TV in markets and daytime television. Finally, a solid schedule of national magazines stands behind the brand.

Because Virginia Slims is the most exciting new brand on the market, it is the leading impulse cigarette at point of sale: Obviously, this means increased volume and profits for you when you display them. Our June-July merchandising program recognizes that fact and is designed to attract new customers to the brand.

We hope you'll give the special support to these promotional efforts as we are very well aware that your participation in the past has in large measure been responsible for Virginia Slims success.

Very sincerely,

M. L. Berkowtiz

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